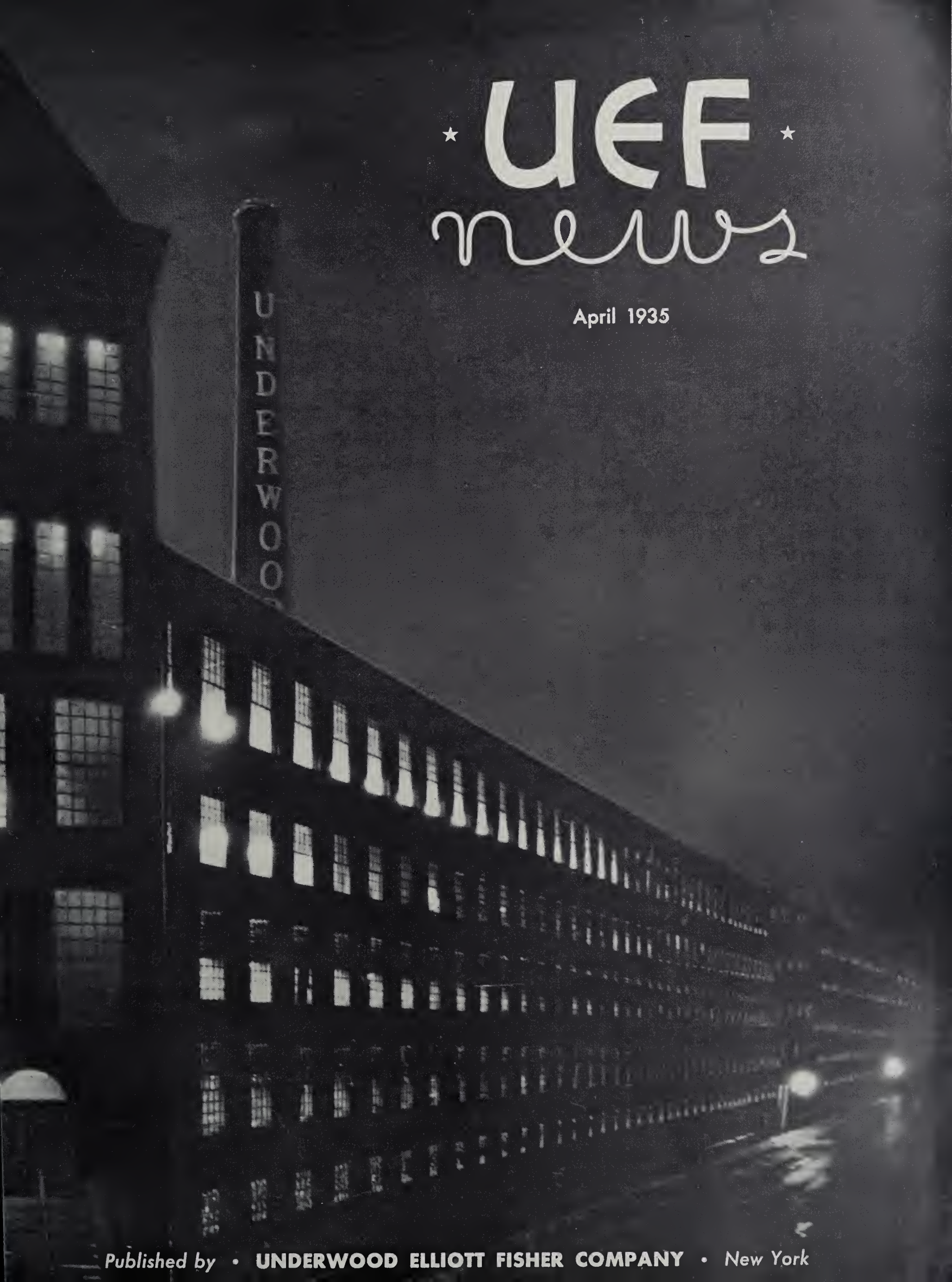
UEF news

April 1935



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Man of Parts
No. 3 The Feed Roll

Summer Gardens and Some are NOT

ABOUT this time of year, every year since Adam and Eve, having been tossed out of Eden, had to get busy on a garden of their own, any man with three square feet of ground outside his home, decides to try his hand at gardening. Like golf, fishing and other minor vices, it's one of those perennial urges that will not down.

The first considerations of the novice gardener are usually tools and seeds, when, as a matter of logical procedure, his first concern should be the soil which he is going to spade up and into which he is going to drop the seeds.

Some soil is better suited to potatoes than to petunias while other is better for beans than for bananas; for roses than for raspberries.

The point of all this is, of course, that in a very definite sense, salesmen are gardeners. The skilled salesman, like the skilled gardener, (horticulturalist, to you) concerns himself first of all with the soil, another way of saying "market." He doesn't try to cultivate Noiseless sales in a market that is obviously better suited to the Special. He doesn't plant Elliott-Fishers in soil suited better to Underwood accounting machines or Sundstrands.

Having planted his seed he watches his garden carefully. When rank weeds, in the form of competition, crop up, he's right on hand to spade them up and expose their shallow roots to the withering glare of the sun of demonstration. He cultivates his garden with frequent visits, waters it with the rain of experience and takes care of the family larder by a careful rotation of crops.

The sales-gardener's tools are advertising, publicity, sales literature and the valuable information contained in sales bulletins. His seeds are the best line of machines that an office equipment salesman ever had. His plot of ground (territory) varies as to growing conditions. There's where individual skill comes into the picture. And skill is what determines how rich the crop will be.

Yea, verily, summer gardens and some are not. What kind of farmer are you?

"Esoup"

UEF news

VOL. 2 NO. 10

Elmer I. Campbell, *Editor*

Family magazine of
The Underwood Elliott Fisher Company
Published monthly at 342 Madison Ave.,
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PRINTED IN U.S.A.

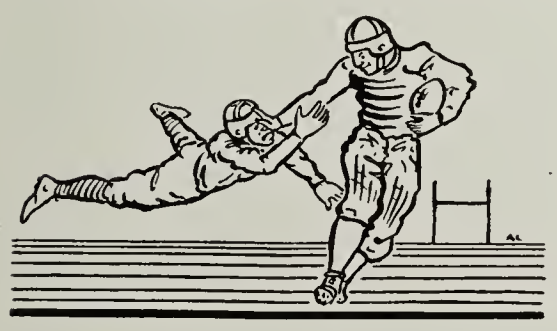
APRIL
1935

SPRING PRACTICE

by W. F. Arnold, Sales Manager,

Adding Machine Division

AT THIS time of year it is not unusual to see college football teams practicing for fall schedules. The reason is obvious enough—practice makes perfect. Within six months this aggregation of unorganized stars, amateurs and



novices will come onto the field before an audience of thousands and tens of thousands; a veritable human machine in which every part and every link has been drilled to near perfection.

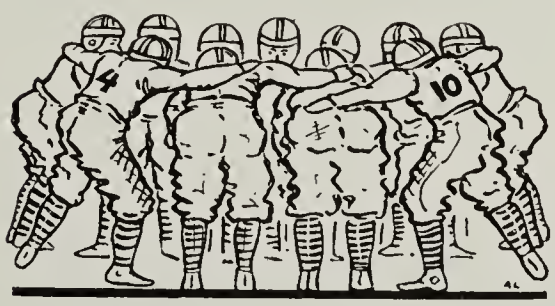
How much like this game is business today. During the depression years your company, with the foresight of the experienced coach, spent real time and money on research and planning in preparation for the competition of the post-depression era, to provide the finest football, or line of machines, that any salesman has ever had the pleasure of selling.

Men were trained, new methods were adopted, factories were reorganized, to produce the product on the highest standards of quality and under the most modern and scientific methods. Field sales offices were consolidated, personnel was improved, new and finer quarters were leased in many cities . . . Spring practice of the most intensive type.

Now the playing season is upon us. The team is in splendid shape. The playing field and the weather are perfect. Publicity—*Saturday Evening Post, Colliers, Time, Fortune, Nation's Business* and a host of other publications are screaming headlines and have gathered the largest audience we have ever been called upon to play to. The schedule is strenuous. The competitors' teams have likewise done some training and it will be no walk-away for our team.

The factory, playing center as usual, is passing the ball, in as fine form as we have ever seen, to the sales representatives playing in the backfield. The ball is ours to carry and it is up to us to win every game.

There must be a huddle at every play. Sales meetings are no less important. Discussing our plans, mapping our campaigns for every large prospect or for

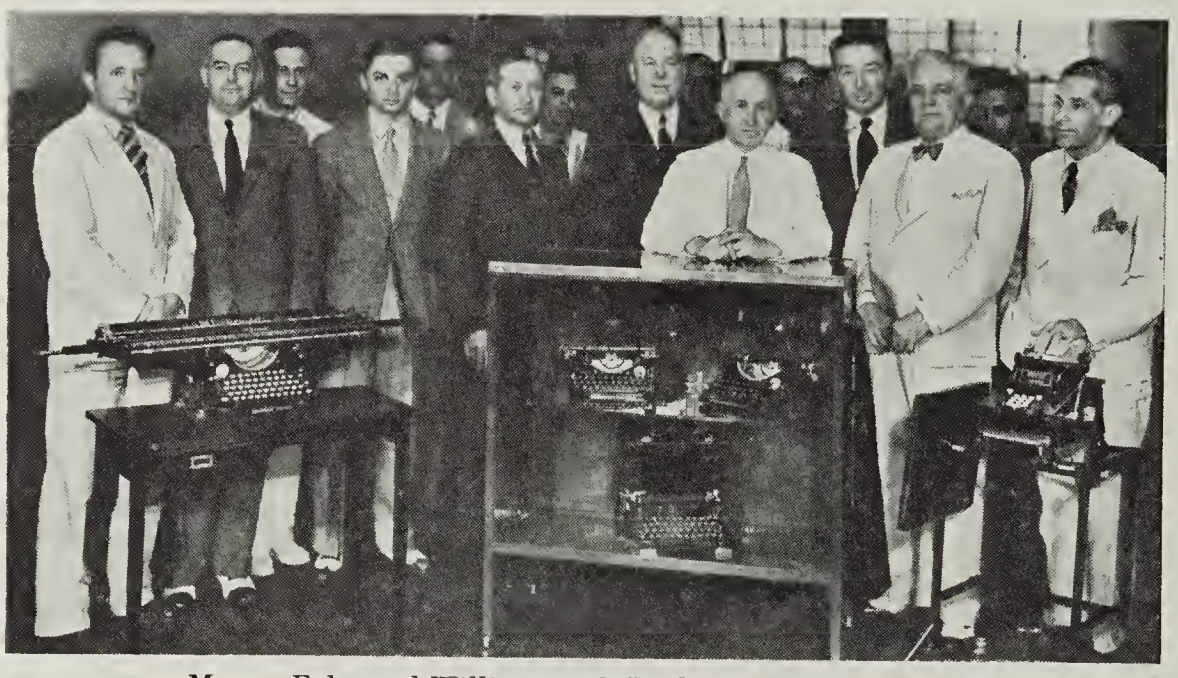


every industry, gives us a united attack and lets every man know what the other will do and what part he will play. There will be no lost motion and many more yards will have been gained before the quarter ends. Co-operation — one man with another and one division with another——will defeat more competing teams than any strategy we can devise.

"Skull" practice does not stop at the beginning of the season. Then is when we think that we know it all, only to find some additional weaknesses in every succeeding game. Educating ourselves should never cease. When we think that we are caught up with the product, we will find something new in application. The audience will change. Some prospects will "pass out" for the season, but new ones will arrive. Sales meetings are excellent for "skull" practice. Our own literature and text-books, newspapers and business magazines make excellent home-work. Have you read every text-book published by your company?

Team-play and co-operation will win our games, but there will be ample room for individual stars. There will be some players who take their training more seriously than others. These men will derive more good from "skull" practice. They will be in top form on the playing field with their demonstration and application knowledge. They will seriously review each day's work to find their weaknesses and to correct them. They will thoughtfully plan each play or call and map out every campaign. They will learn to weave, twist, side-step, hurdle and feint from moment to moment. Above all, they will carry the ball further by making more calls so that they can compete on every play or deal wherever their opponents may happen to be.

The reward will not be a broken collar-bone, nor will it be heaven. More than likely it will be money in the bank and, perhaps, at Summer Sales Camp, batting at the little white pill or pushing out the dominoes.



Messrs. Eylar and Williams with Paul J. Christoph and his UEF organization in Rio de Janeiro

Rolling Down to Rio

with M. S. Eylar

ON A blustery January day Mr. C. B. Williams and I sailed away from New York and within forty-eight hours we were plowing through warmer waters surrounded by flying "fishes," as Kipling described them, and playful dolphins. We were, in fact "rolling down to Rio."

Rio de Janeiro, to give the city its full name, is one of the most beautiful cities of South America if not, indeed, of the whole world.

Underwood Elliott Fisher business in Rio, as in many other cities of Brazil, is in the capable hands of the Paul J. Christoph Co. and while in Rio we attended a very stimulating meeting of the Christoph organization.

Brazil is largely a tropical country but this description does not carry the same connotation as it once did. There was a time when "tropical" was synonymous with disease, the dangers of plague and difficult living conditions, generally. Due to the excellent work of General Gorgas at the Panama Canal and later work by the Rockefeller Foundation, communities which were formerly "pest-holes" are now just as healthful as cities in the United States.

It will surprise many people to know that temperatures in the cities of South America are no higher, even in the midst of the tropics, than in our temperate zone. The difference is due more to the duration of the various degrees of temperature. In other words, in cities like St. Louis, Cincinnati, Baltimore and even New York we have temperatures as high as in the tropics but for shorter periods of time.

Brazil, which is territorially larger than the United States, has millions of acres on which the white man has never set foot. Much of the country is not yet developed to any great degree.

The soil is rich, the rain is plentiful and Brazil is a very productive country. More coffee is grown in this beautiful land than in any other part of the world. Brazil also raises excellent cotton, a good grade of sugar, corn and, in fact, almost everything that is grown in the United States and also many things which we do not raise such as tropical fruits, nuts, etc.

Of particular interest to me was southern Brazil, a great cattle-raising country.

From Brazil we journeyed on to Uruguay, there to visit our representatives in Montevideo, Crocker & Co. Uruguay, another agricultural country, is particularly suited for cattle-raising and Montevideo is a beautiful city.

Buenos Aires and the Argentine

A trip of about 150 miles up the River Plate brought us to Buenos Aires, capital city of the Argentine.

Buenos Aires is a city about the size of Chicago and although it is the largest metropolis in Argentina there are many good-sized cities in this vast country.

(Continued on page 7)

The organization of Arturo W. Boote & Cia., Buenos Aires. Seated in the front row, beginning with the fifth person from the left, are Messrs. Smith (chief accounting machine salesman), Reitsma (office manager and accountant), Allchin (junior partner), Eylar, Boote (senior partner), Williams and Pancorvo (sales manager, northern metropolitan district).
With the exception of nine absentees the entire sales, service and office staffs of the Boote organization are shown here.

The Wright Luncheon at Atlanta. On Mr. Wright's left is L. Y. Hagan, on his right, R. B. Vance.

My Southeastern Exposure

By F. F. Wright, General Sales Manager

MY BUSINESS trip through the Southern and Eastern districts started with a bang in Oklahoma City—and when I add that on the occasion of my visit to Branch Manager Welch's stronghold, I was initiated into the Hammerhead Club, you will realize that the word "bang" is used advisedly.

If you want further evidence, plan to attend the Summer Sales Camp. New members will be inducted into the Hammerhead Club at that time or my name isn't Wright.

Present at the Oklahoma City meeting were District Manager Hagan and sales agents from Tulsa, Muskogee and Norman.

After the Oklahoma City meeting Lou Hagan and I continued on to Dallas, Houston, New Orleans, Birmingham, Nashville, Memphis and Atlanta.

The splendid spirit evidenced by the personnel of all these offices was indication enough of the reason why the Southern District led the whole organization in sales in 1934 and why, thus far, it continues in the lead for 1935.

I was particularly impressed with the enthusiastic reception which the Southern district salesmen have accorded the new Underwood Special. Everywhere I encountered the feeling that this machine will whip all competition and that with it we will be able to hold our position of leadership in the typewriter field.

The Dallas meeting was attended by Branch Manager Longabach's entire local sales staff, representatives of the subbranches at Longview, Fort Worth and Wichita Falls and several of our outstanding sales agents in that territory. After a stimulating round table discussion the meeting adjourned to the Adolphus where we enjoyed a nice chicken luncheon.

At Houston, on one of those beautiful days for which the Gulf Coast of Texas is so noted, we had an excellent sales meeting and luncheon, arranged by Branch Manager Cook. At the time of my visit Houston reported approximate-

RICHMOND—l. to r. W. R. Atkins, W. A. Campbell, R. L. Anderson, W. B. Smethie, I. C. Knowles, F. F. Wright, J. F. Taliaferro, F. L. Benedict, H. O. Goshorn, R. T. Hess, G. D. Woods, S. P. Potts, F. M. Christian, W. A. Toms, J. F. Schad.

ly 140% of typewriter and adding machine quota and 120% of accounting machine quota for February. Our discussion concerned itself with ways and means to improve our various products and to increase sales in all lines. G. C. Luce, service foreman, was with us and added much to the discussion of mechanical problems.

Southern hospitality at New Orleans reached a new high and included a tempting buffet supper for the entire New Orleans branch sales staff (and guests) at the home of Branch Manager Videau. The combination of good food, Mrs. Videau's charming entertainment and the beautiful new Videau home, made that the most enjoyable evening of my whole trip.

The Nashville branch signalized our visit on March 5th by making it possible for Branch Manager Hickman to report sales of $4100 for the first four days of that month.

At Memphis we were joined by J. V. Brownell, our own "Kiplinger of Washington" who gave a wonderfully interesting talk on current affairs of general and business interest at the nation's Capitol. Branch Manager Lyon's Memphis sales organization is made up of an aggregation of live-wires.

By the time we reached Branch Manager Blaney's headquarters at Birmingham we were beginning to feel the tiring effects of our rapid travel but the infectious enthusiasm of the Birmingham staff turned our meeting there into a heart-warming success.

Branch Manager Vance summoned sales agents from every corner of his territory to attend the Atlanta meeting where 36 of us sat down together for a sales meeting and a luncheon, either one of which would have made the trip an outstanding success.

Atlanta marked the jumping-off point of my Southern exposure. My next stop was at Charlotte where I was joined by F. L. Benedict, Eastern district manager.

This was my first visit to Charlotte and I was deeply impressed, not only by this thriving city but by the up and coming UEF organization which Branch Manager McDowell has developed.

Richmond, the last stop on a crowded itinerary, shed a golden glow on my southeastern exposure, under the expert direction of "Petie" Knowles, branch manager.

Our meeting there was held before a crackling open-fire in the elegantly-appointed Directors' Room of the Commonwealth Club. And if deep leather chairs and a fireplace can't color one's spirits and words with optimism and good cheer, nothing else can.

After this delightful meeting we adjourned to the dining-room there to be regaled with excellent food and rare entertainment.

Under "Petie's" persuasive influence the steward, a dignified, pompous old negro, who for forty years has guarded the welfare and the digestion of members of the Commonwealth Club, recited, with a glow of real inspiration, General Lee's "Farewell Address to his men at Appomatox, 1865." By the simple device of closing the eyes, one could picture the stirring scene as the old darky re-created

(*Continued on page* 6)

(Top) Houston—Seated, l. to r.: F. F. Wright; H. P. Merritt, Jacksonville; F. W. Speace, Victoria; L. A. Carter, Jr.; E. Swinford; J. D. Bridges, San Antonio; R. A. Shinn; F. R. Scroggins, Harlingen; P. C. Pincham, Austin; F. R. Rogers, Huntsville; J. W. Couch. Standing, l. to r.: O. H. Cook, branch manager; L. Y. Hagan, district manager; L. V. Rickey, Aransas Pass; R. W. Walker; D. E. McDonald, Galveston; A. J. Seiders, Lake Charles; F. C. Hall; H. C. Hart; G. H. Hurst; W. R. VanDerveer, San Antonio; E. R. Schendel, Corpus Christi; G. C. Luce; F. Vaughan, Beaumont; B. M. Boysen. (All of Houston except as noted.)

(Center) Charlotte — Front row, l. to r.: T. Bowdoin, Columbia; F. L. Benedict, district manager; Branch Manager McDowell; F. F. Wright; J. F. Mathews, Greenville; W. E. Griffith, Winston-Salem.

Middle row, l. to r.: J. D. Harrison, Wilmington; J. F. McHugh, Greenville; A. F. Dancy; T. W. O'Neal; H. L. Brown.

Back row, l. to r.: C. M. Jervis; N. C. Hackney, Greensboro; G. Solada; H. K. Holmes, Raleigh; H. L. Lovelace, Asheville. (All of Charlotte except as noted.)

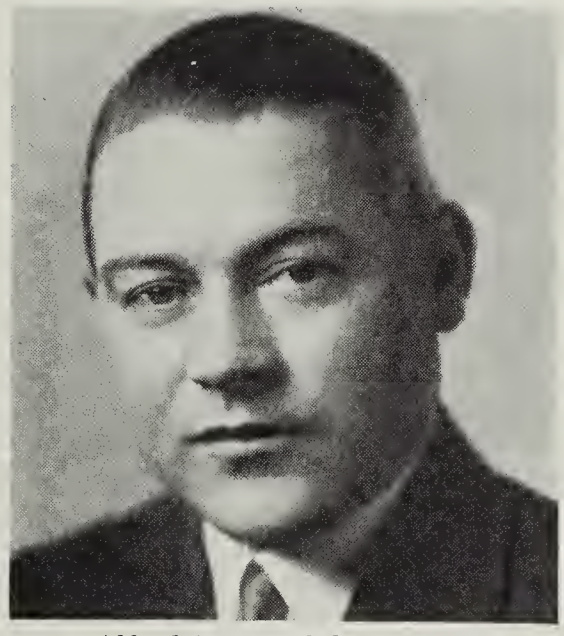
(Bottom) Oklahoma City—Seated, l. to r.: L. C. Gallup, S. L. Hathaway, W. B. Mann, A. B. Burnside, J. E. Wikoff, J. E. Smith, R. G. Starling, C. L. Hough, H. W. Welch, J. L. Dalton.

Standing, l. to r.: B. W. Milligan, C. Higgins, J. Hall; L. Y. Hagan, district manager; F. F. Wright, Hammerhead Club guest of honor; W C. Welch, branch manager; J. Donnelly; C. E. Baker; F. K. Little; S. L. Allen and W. H. Warden.

U E F Orators

Arnold, Jensen and Lehn, Ambassadors of Good-Will

W. F. Arnold, Salesmanager, Adding Machine Division



Alfred Jensen, Salesmanager, Accounting Machine Division

Fred D. Lehn, Export Manager, Lecturer on Accounting

ONE of the most effective means of building good-will, and, as a result, sales, is through the spoken word; especially when the speaker is addressing a large audience.

Recently, Export Manager Lehn set a good example by talking before meetings of the National Association of Cost Accountants at Utica, N. Y. and Bridgeport, Conn. His subject was "Office Efficiency Surveys."

Mr. Lehn opened his discussion of this subject by raising these basic questions "What is a job and why is it done?" and "How long does it take under normal operating conditions, and can it be done better?"

From this point Mr. Lehn built up the reasons why office surveys are valuable; how, through the use of various mechanical aids, time and motion studies of many types of office work can be made and the value of such surveys in efficient office management.

Arnold Teaches Teachers

Under the auspices of the Commercial Education Association of New York City and vicinity, W. F. Arnold, sales manager, adding machine division, addressed a meeting of about fifty commercial supervisors from New York public high schools, private schools and parochial schools.

The audience was seated at double desks on each of which Mr. Arnold had placed a Sundstrand adding machine.

His talk opened with an explanation of the various uses of the adding machine in the business office. This was followed by a demonstration, by an efficient touch operator, who illustrated four different ways of adding figures, impressing on the audience the speed which the Sundstrand is capable of producing.

Mr. Arnold then invited his listeners to operate the machines on the desks: one operating while the other observed closely.

In this manner Volume I of "Operating Principles," covering mechanical addition, subtraction, multiplication and division, was given as a class study.

Because of his interesting manner of presentation, the two hours flew by rapidly. In that short space of time fifty commercial supervisors had actually performed figure work mechanically on the Underwood Sundstrand. They were greatly impressed by the simplicity of the machine as well as by the speed and versatility in various forms of figure work which the machine affords.

The thoroughness with which Mr. Arnold covered his subject is indicated by the following questionnaire which was distributed to the audience as "homework" at the conclusion of the period.

1. What is the arrangement of the numeral keys from 0 to 9? Explain by describing this arrangement or by drawing a rough sketch of the keyboard.

2. In what order do you list figures on the keyboard when writing amounts, and what is the meaning of automatic column selection?

3. What is the distinction between a subtotal and a total?

4. What is the purpose of the "Correction" key? Of the "Back Space" key?

5. Why is it possible to operate the machine by the touch method system?

6. What are two advantages of the touch system of operation?

7. What are two uses for the "Subtraction" key?

8. What feature is provided on the machine for printing the true total when subtracted amounts exceed the added amounts?

9. For what purpose is the "Repeat" key used when multiplying?

10. For what purpose is the "Cipher" bar used when multiplying?

Jensen Follows-Up

The interest which Mr. Arnold aroused in the Sundstrand adding machine was followed up by Alfred Jensen, sales manager, accounting machine division, when, two weeks later, he addressed the same group.

Ably assisted by a talented demonstrator, Mr. Jensen dramatically illustrated the use of an Underwood accounting machine, an Elliott Fisher accounting machine, a Sundstrand accounting machine and an Underwood fanfold.

Because of his knack of interlarding his technical talk with stories and reminiscences, Mr. Jensen held the attention of his audience every minute of the two-hour session which closed with a question and answer period which indicated how intently Mr. Jensen's talk had been followed by this important group of commercial educators.

As was the case after Mr. Arnold's talk, Mr. Jensen distributed a questionnaire. Note, if you will, how these carefully-worded statements and questions

lead, inevitably to the thoughtful conclusion that UEF equipment is the logical choice of the teacher who wishes to provide her students with a sound business education.

Mr. Jensen's questionnaire follows:

1. All Accounting Machines, irrespective of make, may be grouped in one or two general classes of machines. Name the two general classes.

2. The machines in one of the two general classes may be sub-divided into two groups based upon the two different platen (writing surface) principles employed. Name the two different platen principles that identify these two sub-divisions.

3. The machines in the other one of the two general classes may also be sub-divided into two groups based upon the two different keyboard principles employed. Name the two different keyboard principles that identify these two sub-divisions.

4. In Accounting Machines that incorporate the typing feature, the basic requisite to skillful operation is proficiency in the operation of the typing keyboard. In your opinion, is there any similarity between the keyboard of the ordinary Typewriter and the keyboards of the Underwood and Elliott-Fisher Fanfold and Accounting Machines?

5. Two weeks ago your class session was devoted to the Sundstrand Adding Machine. In your opinion, is there any similarity between the keyboard of the Sundstrand Adding Machine and the keyboard of the Sundstrand Accounting Machine?

6. All records require the entry of figures and amounts. How many *Figure Keys* are provided in all Underwood, Elliott-Fisher and Sundstrand machines for the entry of figures and amounts?

7. In posting a simple Accounts Receivable ledger account, the operation involves the entry of the amount of the old balance, the amount of the debit, the amount of the credit and the extension of the new balance. As each amount is entered in each column, the Accounting Machine automatically and simultaneously performs two different computations. What are the two different computations that take place in each column as the respective amounts are entered?

8. There are two methods of preparing records; namely, by pen and ink and by machine. Are pen and ink methods generally employed in modern business?

9. Name three records displayed at this session that can be posted in one operation, with an Accounting Machine, that must be posted in separate operations with the pen and ink method?

10. Multicopy records may be typed by employing padded forms and inserting loose sheets of carbon paper between the copies. They may also be prepared by employing forms and carbon paper in continuous lengths. What advantages, if any, does the continuous length form and carbon paper principle have over the padded form and loose sheet carbon principle?

It is impossible to overstate the importance of this type of "extracurricula" activity. Too frequently educators fail to keep abreast of changes in the world of business. They are, however, deeply interested in giving their pupils every opportunity to fit themselves for places in commercial life and this type of missionary work cannot but produce—in fact, already has produced — results in the form of sales of business equipment, for instruction purposes, to every type of educational institution.

Casey at the Bat

Just as we go to press we learn that K. C. Atwater of the accounting machine division has joined the list of UEF orators. On April 16th he spoke at a dinner meeting of the New York Chapter of the National Association of Cost Accountants.

About 200 cost accountants heard Mr. Atwater—known as "Casey" to his confreres—tell in simple, forceful terms the story of the creation of the Underwood Sundstrand accounting machine. He emphasized the fact this machine is not an outgrowth of the adding machine but that it is an aid to modern business which was designed and engineered at great expense to provide accountants with a machine that would take accounting out of the shadow of the pen and perform mechanically and automatically figure work which formerly was done by more cumbersome methods.

He illustrated his talk with examples of unusual applications, describing in detail the principles of various payroll and tax-billing jobs. Specific reference was made to the New York State income tax system where Underwood Sundstrand machines are used to post payments and quarterly installments.

At the conclusion of the talk every man in the audience left the table to gather around the machine to watch actual demonstrations.

Among those present at this meeting were A. Jensen, F. D. Lehn, J. D. Donovan, F. A. Greis and J. G. Madsen from the service department. Mr. Madsen's wide experience in the service department made his part in the demonstration very effective.

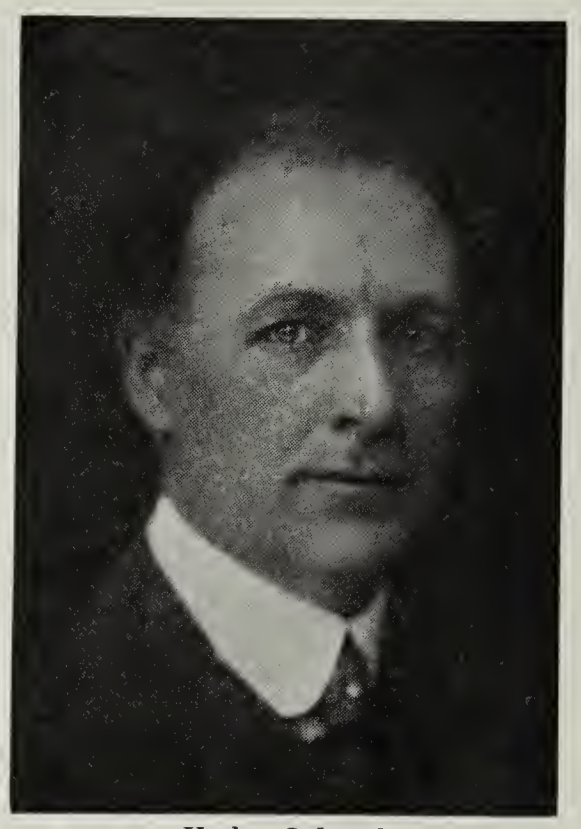
My Southeastern Exposure

(*Continued from page* 4)

the personality of Robert E. Lee.

A colored quartet sang songs of the Southland while we put away vast quantities of good food. All in all, it was one of the best luncheons I ever attended.

It was with regret that I left the Eastern district without completing the rounds; but I have promised "Benny" and myself that I shall visit the other branches of his district just as soon as other duties permit.



Hadar Schmidt

¶*Sundstrand Dealer Succumbs to Operation.*

ON FRIDAY, April 12, Hadar Schmidt, head of the business house of Hadar Schmidt, A/B, Stockholm, Sweden, passed to his eternal reward in his fifty-first year.

Probably no man in our organization was closer to Mr. Schmidt than Oscar J. Sundstrand who has written the following:

"The UEF organization has suffered a great loss in the passing of our representative, Hadar Schmidt. To me it was a great shock as he has always been one of my dearest friends.

For many years I have looked forward to his visits to this country and remember well the day, now twenty years passed, when Mr. Schmidt came to Rockford to discuss with us the establishment of a Sundstrand agency in Stockholm.

As I recall, he was the first foreign representative and I believe that he sold more machines than any salesman we ever had. He was known to all to be the world's best adding machine salesman.

It always seemed strange to me that one man was able to maintain the close contact which he did with all his salesmen. There is no doubt that he has laid a foundation and built an organization that will live as a monument to his life's work.

The name of Hadar Schmidt will echo in the ears of the adding machine world for years to come. He will be long remembered as an unusual salesman and a fine friend."

Through Our Supply Factory

with F. L. Benedict, District Manager, Eastern

F. L. Benedict

THE earnestness and evident desire of our Supply Factory at Burlington, N. J. to give the man in the field the very best possible ribbons and carbon papers was so apparent to me on a recent visit that I feel like attempting to pass it on to you.

It would be just fine if every man who is franchised to sell supplies could go through the factory and see how carefully the cloth is inspected, cut and treated; how carefully the cloth is put through the machines for inking, how carefully the paper is selected for carbons and the great care exercised in mixing the formula for the coating of the paper and then the careful attention given to the coating itself.

Really, the finest line of supplies ever turned out of Burlington is coming from our factory today, and that means the best supplies ever turned out of any supply factory in the country.

Dick Hilliard, supply salesman in Philadelphia, has just made the following remark: "I want to go on record that our new line of UEF carbon papers is the best I have ever had occasion to use. The new line has been so simplified that any one of nine sheets will answer the carbon requirements of any make typewriter. Any salesman who cannot sell this line does not want to sell supplies."

We surely have a fine line of carbon paper put up in three different coatings for each weight at a fair salable price. The new papers have incorporated in them such qualities as maximum durability, cleanliness, superior appearance and non-smudging.

The new boxes with twenty-five sheets to the folder, with the backing sheet and with the "snap-out" feature, have the enthusiastic statement of the men in the field that this is the best line ever put out to sell at a popular price.

One of the advantages of the paper in this package is the cut corners which make for speed and cleanliness in removing carbons from between the original and copy sheets.

The new retainer disc with finger cam, which holds the carbon securely in correct position on the Underwood Fanfold carbon roll carriers, is another piece of perfect mechanism which is increasing the sales of roll carbon. Then, too, there is the carbon roll color scheme of labels and cores which has helped so much to meet competition and increase sales.

Mr. Curtis and the men at the factory are all to be complimented on the good work done in improving our supply line to make it easier for the salesmen to get his share of supply business.

If you could visit the plant, you would soon recognize that Hartford and Bridgeport are not the only plants that have been bending their efforts to give us major improvements. You would say as I did: "This will increase supply sales."

ROLLING DOWN TO RIO

(*Continued from page* 2)

The climate and soil of Argentina are almost exact duplicates of the fertile valley of the Mississippi and Missouri rivers. The country is divided into enormous farms of thousands of acres each with the result that Argentina is the United States' greatest competitor in the production of foodstuffs. The extent to which cattle are raised in this country is nothing short of astounding; and in many sections it is possible for the cattle to graze the year 'round.

In Buenos Aires we are well-represented by Arturo W. Boote & Co., who have been exclusive Underwood representatives for more than thirty years.

Santiago de Chile

Leaving the Argentine, we turned our faces to the West and continued to Santiago, another garden spot and, in many ways, a most remarkable country.

In the first place, Chile is a long narrow country bounded on the east by the crest of the towering Andes and on the west by the limitless sweep of the Pacific. From a cold country in the extreme south, bordering on the Straits of Magellen, Chile extends north to the semi-tropical climate of Peru. In the south-central part of the country wonderful agriculture exists and there we find all kinds of fruit, wheat, corn, oats, barley and live-stock produced in splendid quality and in greater quantity than the population can possibly consume. Chile, in many respects, is a self-contained country, raising virtually everything it needs for its own sustenance.

Continuing to the northern part of the country we get into a desert area rich in copper and other minerals. Still further north, in the absolutely desert country, are the rich deposits of nitrate which is exported to every country in the world.

Business conditions in Chile, as in every Latin American country are improving.

We Visit Lima

Peru, from its location on the map, would appear to be a very tropical country. But because of the Humboldt current which cools its shores, the climate is more temperate than tropical.

Business conditions in this Republic are steadily improving and under the direction of Mr. LeMare and Don Felipe Zollner of the firm of Importaciones Americanas, Underwood Elliott Fisher continues to enjoy excellent business.

Guayaquil, Ecuador

The next stop on our crowded itinerary was Guayaquil, a river city about 75 miles from the coast. Here we were within 100 miles of the equator with the thermometer standing at 86 degrees.

Guayaquil is a lovely, clean city surrounded by rich country where all kinds of fruits grow. In the higher altitudes almost all kinds of farming are carried on and this country seems to be the cradle of many different kinds of vegetation, like the potato, which have found their way into every corner of the world.

In Guayaquil we were entertained by

(*Continued on page* 20)

Gibian Garden City

by Karl Teubner, Associate Editor

Mr. Lowy of Brunn, one of first to complete his villa in Gibian Garden City

The following account of an unusual sales contest will be of interest to every member of the UEF organization. Associate Editors in other parts of the world are urged to submit similar contributions to these pages. This interchange of ideas will prove mutually stimulating.—Editor.

SALES Director Piesen of Gibian & Co., Prague, Czechoslovakia, conducted an interesting sales contest last year which had as its theme the idea of building business by building homes.

At the beginning of the year the Gibian Garden City was built, on paper, on a bulletin board in the company's office at Prague. One of the accompanying illustrations shows a section of the board which was divided up into 22 building lots and each lot sub-divided into 80 sections representing the 80 bricks needed to construct the salesman's villa.

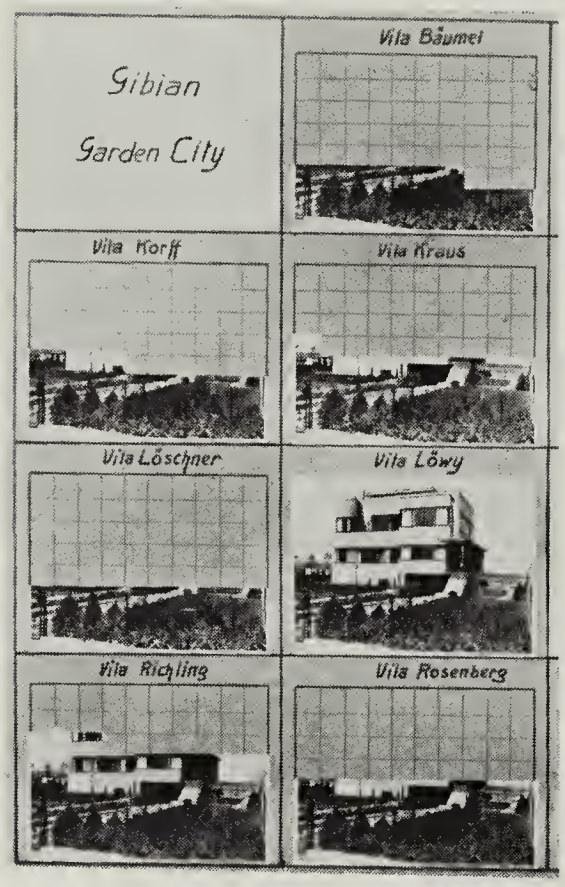
The 80 bricks represented 80% of the salesman's quota and each man was urged to have his villa completed by October 28th, Czechoslovakia's Day of Independence.

It was further announced that if 50% of the salesmen had their villas completed by that date, a convention would be held in Prague to celebrate the accomplishment.

Merchandise Awards

The first man to complete his villa received his choice of an English tailor-made suit or overcoat, the second prize was a half-dozen shirts and the third prize was a piece of English cloth for a suit or overcoat.

Periodically, photographs of Gibian Garden City were mailed to salesmen outside of Prague to show them how many bricks (each brick representing 1% of quota) had been added to their villas and how their fellow-contestants' villas were progressing. Week by week, month by month, the villas grew; a new window here, a door there, the second-story on some villas appearing almost overnight.



One-third of the Gibian Garden City progress board, showing Salesman Lowy's villa completed, and those of Salesmen Baumel, Korff, Kraus, Loschner, Richling and Rosenberg in various stages of completion.

Other contestants, whose villas are not shown, were Salesmen Erben, Kuhnert, Rossler, Formann, Kumerman, Nutil, Schicketanz, Golovatink, Lebenhart, Patzelt, Steinhardt, Hermann, Lekner, Preuhsler and Schubert.

On November 2nd all the competing salesmen were invited to Prague where an interesting day of conference, instruction and demonstration was followed by a banquet in a remote castle about twenty kilometers from Prague. The photo of Mr. Lowy shows how the chairs of the winners were garlanded and is indicative of the merry spirit of the occasion.

The banquet was not only a celebration of the accomplishments of the first ten months of the contest but afforded an opportunity for the men to pledge themselves anew to carry on for the remaining two months of the year.

When 1934 came to a close it was found that the Gibian Garden City contest had been a highly successful venture. The increased quotas had been met and, in many instances, surpassed. Every salesman had started out with a clearly-defined objective and was kept informed of his own progress as well as that of his fellow-salesmen.

Because the instinct to build is a dominant one in each of us, the contest held every man's interest and spurred him on to ever greater effort.

The "villa builders" at their celebration banquet in a beautiful old castle near Prague

District Doings

Western

Chicago

Branch Manager Snow announces the appointment of G. Birmingham to represent the service department as Associate Editor of the NEWS.

As his first contribution Mr. Birmingham submits the following items of news:

A. Penniman, Sundstrand serviceman passed the cigars last month on the occasion of the birth of a seven pound, thirteen ounce son. His hat doesn't fit him now and we don't much wonder. Congratulations, old boy.

•

Our heartfelt sympathy is extended to Mary Lawler, our genial service stenographer, in the loss of her beloved mother.

•

STOP! LOOK! READ!

Chicago servicemen are planning, through co-operative scheming, to make 1935 a banner revenue year. More Smiles, greater Determination and everlasting Stick-To-It-Iveness, summed up in the words Glee, Guts and Glue are the slogans for the year.

To our Brothers of the Tool-Kit in other branches let me say, without reservation, "Chicago Service is going places."

•

W. P. Brandt, salesman, recently turned in what is probably the biggest individual adding machine ribbon order in the history of the business. To Goldblatt Bros. Department Stores he sold ten gross of adding machine ribbons at one clip. This customer uses approximately 100 Sundstrand adding machines in its five department stores, its wholesale liquor business and its wholesale tire business.

South Bend

WEDDINGS — George I. Kirkwood, junior typewriter salesman, was married on April 6th to Miss Rosalie Lauder of Niles, Michigan at the First Christian Church at Kokomo.

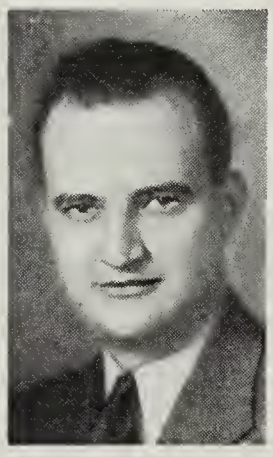
•

Ernest C. Pirka of our service department, deserted the ranks of the bachelors at the behest of Miss Bertelene Barnes of Mishawaka at the Presbyterian Church of that city on March 30th.

•

During February and March we ran a New Commercial Typewriter Sales Contest. The prize, a Ten Dollar hat, goes to Harry Warner, of the outside territory, who was the winner. Harry says the contest put him in the market for a new pair of shoes rather than a hat so we conceded the point. It seemed pretty well taken.

NEW FACES—John H. Whitehouse has joined our ranks as a salesman in the accounting and adding machine division.



J. H. Whitehouse

•

G. I. Kirkwood, mentioned above, signed up as an accounting machine salesman and then switched to the typewriter division where he is now working as junior to Salesman Seaman.

•

R. S. Zinn, a new UEFer at Fort Wayne, is doing a very creditable selling job in the accounting and adding machine division under the able direction of sub-branch manager Rogers.

•

Mrs. Catherine Ohnemus, better known locally as "Katy," has taken over duties of cashier, stenographer and general everything else the boys think they can get her to do for them. She is taking it bravely and is already well into the driver's seat.

•

The emerging from receivership of the Studebaker Corp., had a stimulating effect on all lines of business in South Bend and surrounding territory. While we cannot attribute any business to this company, our branch went over its monthly quota in March, the first time in many a long month. The Studebaker comeback touched off the spark that other business men were waiting for.

—Associate Editor Hazelton

Minneapolis

J. H. Mosher, president of the Minneapolis Business College, takes time out to write:

"We are very well pleased with the Underwood Noiseless typewriters we purchased from you a short while ago. If we could afford it we would have our complete equipment in Noiseless machines.

"I think the time is coming soon when most all commercial machines will be of the noiseless type.

"I thank you for the service you have given us."

—Associate Editor Baker

Kansas City

During the recent dust-storm we had difficulty keeping the dust out of our ears and while at times it was impossible to see across the street it didn't keep us from finding business.

•

A few days ago we received a nice, unexpected letter from the Kansas City Gas Company. It read, in part, as follows:

"I wish to thank you more than words can express for the many favors you have done me in the past in helping place young ladies who were out of positions and were in financial straits at the time I sent them to see you.

"I don't know how you feel when you help somebody to find work, but I get more pleasure helping somebody who is less fortunate than I am to become self-supporting than I do in making money.

"Any time that I can be of service to you in any way, I hope you will not hesitate in calling on me, as this is the only way I can repay you for the many favors you have done for me in the past."

Davenport

From the Indianapolis service department we welcome R. E. Altenburg and Mrs. Altenburg. Mr. Altenburg was transferred to the service department of this branch on March 1st.

—Associate Editor Anglim

Indianapolis

Hail to Clyde B. Storm, formerly connected with the General Office Equipment Corp., who has joined the service department here and farewell to Bob Altenburg who has been promoted to the job of service foreman at Davenport.

•

Greetings also to T. W. McIntyre and R. C. Osborn, recent newcomers in the accounting machine division and Kenneth Dollahan in the typewriter division.

•

STORK STUFF—It's a boy at the Oscar Doanes and a grandson in the family of Service Foreman Yanett.

—Associate Editor Darr

Lafayette

While demonstrating here, during the first week in April, Barney Stapert of the Portable division was requested to make an unusual demonstration.

(*Continued on page* 12)

Laying the

Sequel to "The Romance of Iron"
. . . we begin to build

JUST as the foundation of a building must be strong enough to endure the weight of the structure placed upon it, so must the foundation of a business machine be capable of receiving all the parts built into it and of withstanding the loads imposed upon it. To carry the analogy further, if the building foundation is inadequate, settling takes place and cracks may appear in the walls. If the machine foundation is weak, it also "settles" and the alignment of its parts destroyed.

A typewriter foundation, for instance, must not alone be strong enough to bear the stresses developed by high speed typing, but must also be capable of receiving rough handling, without deforming its parts; and exposure to all kinds of climates, without changes taking place in the material that would impair its usefulness.

Cast iron meets these requirements admirably and is used on all UEF machines except where weight is of prime importance. True, there are lighter alloys sometimes used for these purposes, having perhaps a strength as great or greater than cast-iron, but not having the required stiffness or rigidity or possibly not being stable in tropical climates.

In the first installment of this series we saw how the iron ore was reduced at the blast furnace and pig iron produced. This pig iron forms the basis of cast-iron and the operation of the foundry is essentially one of remelting the pig iron and of pouring the liquid iron into sand molds prepared from patterns of the desired parts.

The pig iron is melted in cupolas which are not entirely dissimilar in shape to the blast furnaces previously described, although much smaller. The cupola is a vertical, cylindrical, steel-shell lined with refractory material; equipped with ports at the bottom for admitting air; a charging door at the top and spouts for running off the molten iron and slag.

In operation a bed of coke is first placed in the cupola and pig iron charged in on top of the coke. Alternate layers of coke and iron, together with some limestone as flux, are then dumped into the cupola and the coke at the bottom ignited. Air, introduced at the bottom, sustains the combustion of the coke and the molten iron is run off into ladles and thence into molds.

Since practically no refining operation takes place in a cupola, the materials entering into the charge must be regulated so as to secure a cast-iron of the desired composition. Generally speaking, no single pig iron will meet the requirements for the finished product and so, as in cigarette and liquor making, a "blend" from several sources must be used in order that the desired composition will be obtained. Scrap steel is sometimes added so as to reduce the carbon content to a value lower than that found in most pig irons. Thus, the cast-iron of an Underwood typewriter frame may have been produced from

Iron
(above) T

"Running-off"

Limestone

Pig iron

PIG IRON
sylvania—ju
many sourc
al which fo
dation of t
typewriter.
LIMESTON
nois—a far
finished ty
frame; but
the produc
iron.

COKE from New Jersey—her
directly from the oven into
carry it to Connecticut.

SAND from New Jersey—a co
Sand is used in making mol
poured—the final step in mal

"RUNNING-OFF" at the fou
from the coke-fired cupolas in

POURING the molds—each
of the sections of the main-
plumbago, product of Ceylon.

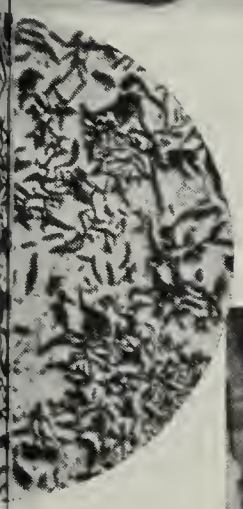
IRON STRUCTURE as seen
times—frequent pictures of t
to insure uniformity of stren

THE MAIN FRAME is finish
coke, limestone, sand and pl
frame built to withstand vibr
and other elements which m

Photos by Ewing Galloway

Foundations

by R. W. Woodward, Metallurgist,
Hartford Works



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Underwood

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Pouring

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aiting railroad car which will

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into which the molten iron is
g cast-iron.

y—the molten iron is run off
ladles.

d is made in the shape of one
ne. The molds are lined with

the micro-camera magnified 50
structure of the iron are taken
and density.

-out of this mixture of pig iron,
bago emerges the sturdy main
on, shock, corrosion, salt spray
t impair its wearing qualities.

Sand

pig iron originating in Minnesota, Michigan, Pennsylvania, Virginia, Cuba, Scotland and far-off India.

The coke and limestone used in cupola operation are generally secured from a local source convenient to the foundry.

The quality of the finished castings also depends upon the molding practice as the character of the iron can be altered greatly by changes in molding technique. Most of our castings require many machining operations, such as milling, drilling and tapping and, therefore, must be of "free machining" but "dense" iron. This means that the carbon of the cast-iron must all be in the form of graphite as shown in the photomicrograph on this page, and not combined or alloyed with the iron which would render the part hard and brittle.

For some parts requiring exceptionally dense structure, such as type-bar segments, the iron is intentionally chilled in molding so as quickly to freeze or solidify the iron in a dense form with the carbon in the combined form. The castings are then annealed which causes the carbon to separate out as graphite while still retaining the dense structure.

Other parts, for instance, the base of a 17-bank Sundstrand, may require greater strength and rigidity than can be obtained with plain cast-iron. For these parts nickel is added to the molten iron and the desired strength and stiffness obtained without impairing the machining qualities.

Malleable iron is also used for parts which can most economically be made of castings but which must have more toughness and strength than plain cast-iron. In making malleable iron, a horizontal reverberatory hearth-type furnace (known as an air-furnace) is used for melting the iron because higher temperatures, as well as better control of the composition of the metal, can be obtained. For this type furnace, pulverized coal or oil is used as a fuel.

The composition of the iron produced is such that "white" iron castings are obtained which have a high percentage of combined carbon and are very hard and brittle. The total carbon in the casting is, however, much less than in gray cast-iron. The castings are then subjected to the malleablizing or annealing process, during which they are heated in large furnaces and then slowly cooled, the whole process requiring several days.

In malleable castings the carbon is changed from the combined form to free-carbon such as in gray cast-iron but in a smaller state of sub-division and somewhat different in form, resulting in a tough, strong casting.

Now that we have considered the foundation for our structure we can take up the materials that go into building the inner mechanisms and shall next discuss the refinement of pig iron into various grades of steel.

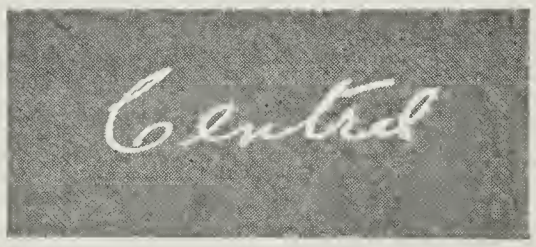
Coke

Photos by Ewing Galloway

For many months it has been the custom of Otto Ebershoff, sales representative, to make a nightly visit to the hospital where his wife has been confined.

After his busy day in Lafayette, Barney accompanied Mr. Ebershoff to the hospital, and, at the latter's suggestion put on a entertaining demonstration for the doctors, nurses and those patients who were able to visit the main floor.

During his demonstration, Barney mentioned that while he has staged exhibitions of speed typing under a variety of circumstances, this was his first experience of the kind in a hospital. He not only did his Underwood Portable a good turn, but brought a few moments of pleasure to the many patients.



Youngstown

In addition to developing his skill as an adding machine salesman, Kingdon Brown is acquiring quite a reputation locally as an amateur magician.

•

Branch Manager Boulware recently joined the Optimist Club of Youngstown subscribing to the following, known as:

THE OPTIMIST CREED
Promise Yourself

To be so strong that nothing
can disturb your peace of mind.
To talk health, happiness and
prosperity to every person you meet.
To make all your friends feel that
there is something in them.
To look at the sunny side of everything and make your optimism come true.
To think only of the best, to work
only for the best and to expect
only the best.
To be just as enthusiastic about the
success of others as you are
about your own.
To forget the mistakes of the past
and press on to the greater
achievements of the future.
To wear a cheerful countenance at
all times and give every living
creature you meet a smile.
To give so much time to the improvement of yourself that you have
no time to criticize others.
To be too large for worry, too noble
for anger, too strong for fear,
and too happy to permit the presence of trouble.

Optimist International

•

Salesman Ferver of the accounting machine division, whose January supply sales were 380% of quota, spoke for an hour before a luncheon of the local Optimist Club on "Conflicting Interests in the Far East."

He was, of course, introduced as a UEF salesman, which is a very helpful kind of advertising since the Club is composed of representative business men of Youngstown.

•

We had not expected co-operation from a competitor; but recently a salesman from a competitive typewriter company called to tell us that one of our customers had called him by mistake and asked that he send an Underwood salesman to quote prices and allowances.

—Associate Editor Boulware

Louisville

The Louisville branch office is now in new quarters on the ground floor at the corner of Third and Guthrie Streets. We have the best location of any office equipment company in the city, right on the main thoroughfare where more cars pass than at any other point.

New UEF Home in Louisville

O. E. Starr turned in an order the other day for an Underwood accounting machine to the tune of $2421—the second to the same customer within a year. The first order was for $2465.

•

Our agent at Ashland, G. E. Young, landed a school order for 35 Underwoods—one with Italic type.

•

Stan Clark, Lexington agent, with the assistance of the Washington branch, placed 41 Underwoods at the U. S. Narcotic Farm. They will be used to keep the dope on the dopes.

Salesman Wells sold more typewriters in March than in any month since he has been in the UEF family.

—Associate Editor Hitt

Pittsburgh

Our ace All-Star, Bill Berg, goes merrily on exceeding quota month after month.

•

Another of our top-notch producers, Glenn Hamilton, lost a week due to illness but is back on the job. His illness had an adverse affect on his usual splendid bowling, in the Tri-State meet.

•

Speaking of bowling, the Pittsburgh office ten-pinners came home the winners last month when they defeated the Wheeling Steel Co., of Wheeling, W. Va.

•

In this day of hobbies it seems fitting to report that Benny Price is making a *hose* collection.

•

Shades of something or other! A stenographer recently stated that she would allow no one to touch her machine but "touch-operator" Schaming, serviceman. What's the secret, old man?

•

Although we didn't crash the 40th Anniversary issue of the NEWS we are proud to report that we have two employees, Bill Pyfer and Dutch Staley, with UEF service records of 30 and 25 years respectively.

Wheeling

Service Foreman Klem, recently deserted the ranks of the bachelors. His co-workers presented Mr. and Mrs. E. J. with an electric Toastmaster and a Hospitality Tray.

—Associate Editor Peach

Grand Rapids

We have noted with interest the waging of the bowling war in the East and submit the following evidence of our prowess as a challenge to the bowling trophy holder. (Since this was written the bowling trophy went West, to Chicago.—*Editor*)

Last month we took three games from the Leonard team in the YMCA—INDUSTRIAL League. On the same evening Branch Manager Branchaud rolled 243 in a single game.

Early in April we won two games from Bell Telephone No. 2 team, runners-up for first place in the League. On that occasion the UEF team rolled 1023 for a high for the evening.

—Associate Editor Schmidt

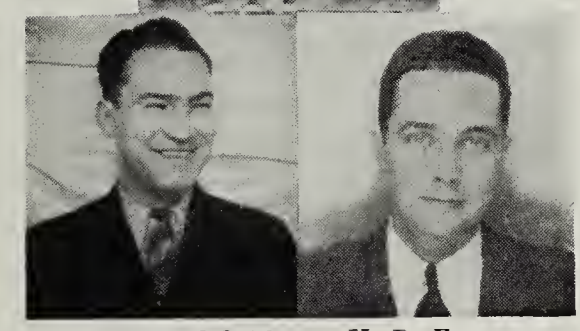
Columbus

Our hats are off to C. W. Tilley of the service department in New York who so thoroughly sold H. B. Funston on the idea of selling maintenance service contracts while Mr. Funston was attending the service school there, that he came back and in one month sold one agreement covering 158 typewriters, and another covering 27 Sundstrands.

When asked how he did it, Funston replied, "The bigger they are the harder they fall. If you don't believe me ask Mr. Tilley."

•

E. R. Hulbert



K. E. Burchfield *H. B. Funston*

Up the ladder steps K. E. Burchfield who came into the UEF family as secretary to Branch Manager Jackson. Not content with that job, much as he liked it, Burchfield demonstrated his ability as a salesman and is now on the regular sales force, assigned to city territory.

•

Another fast-stepper is E. R. Hurlburt, who as a youngster, came into the family as an apprentice in the service department. He advanced rapidly and soon found himself an outside serviceman. He immediately developed into a revenue getter and has recently been rewarded with further advancement. Now he is a full-fledged member of the sales department.

—Associate Editor Chrisman

Cincinnati

Our Springfield, Ohio sub-branch received a letter recently from which the following paragraphs are quoted:

"We have an Underwood that I would like to have more or less checked before I send it to one of our branch offices, and will thank you to send your repairman as promptly as possible.

"This letter is written on an Underwood Special, and is it a sweet machine! I suppose you are thinking, 'You're telling me?' "

—Branch Manager Zugelter

Fresno

H. A. Davies of the General Office Machine Co., sales agent at Lindsay, Cal., sold a 10240E Duplex Underwood Sundstrand to the Central California Citrus Association. He converted this customer from a competitive ten-key machine in the face of considerable competition. This machine was purchased on the recommendation of the excellent work done by a similar machine sold to the same customer by Mr. Davies some months ago.

The machine is used for adding growers' deliveries to the plant by grades of oranges and securing grand totals of all grades delivered, in addition to other ordinary adding machine details.

•

Here's an interesting sales-angle. H. M. Nash, Sundstrand salesman, in demonstrating a 6100P to a grocer, suggested that he add a few of his charge accounts to check the addition. The first account checked showed underadditions of $2.20—a mistake of about ten percent. It shouldn't take this grocer long to figure out how soon the adding machine will pay for itself.

•

The entire Fresno sales organization believes that the new Underwood Special is the best typewriter ever put on the market. It creates considerable interest on demonstration and we are getting our share of the new typewriter business with it in this territory.

—Associate Editor Weitz

Portland

Reminiscent of the days of 1895 is the experience of Fred Zerenner, sales agent of Marshfield, Oregon, with the Coos Bay Lumber Co.

This customer had been using 81-key adding machines for years and Mr. Zerenner had based his sales-talk on the advantage of touch operation. The vice-president and general manager of the lumber company said, "If they can operate by touch method, okey."

The company is an important lumber operator having its own logging camps, its own logging railroad, mills, docks and steamers, including ships which carry its products to China.

Mr. Zerenner taught one of the young men in the office the touch-method of adding machine operation and when his pupil had developed speed and accuracy he asked the general manager to witness a demonstration. He did—and Zerenner then and there got the order signed while a logging train waited for the G. M.

Now everyone in the office is learning touch operation. They realize that it won't be long before the boss standardizes on Underwood Sundstrands.

—Branch Manager Ehrsam

Salt Lake City

Persistence is still worth money. This was demonstrated by Jack H. Petersen, typewriter salesman, who "worked on" the Salt Lake *Tribune* for two years.

In the past this customer always "shopped around" and was a "price-buyer." The last big deal to be made with this customer was about ten years ago for 35 machines. The order was secured by a competitor at an excessive discount and a huge over-allowance on all trade-ins.

During 1934, Petersen managed to sell them ten new Underwoods, one or two at a time, and sold them so thoroughly on Underwoods that he had no trouble recently in placing 54 new Underwood Specials and one Model 77. So skillfully did Petersen handle the deal that competitors were not even asked to bid. The machines traded-out carried a credit of only $185 and the balance was payable in cash.

This happens to be the largest commercial order ever secured by any typewriter company in Salt Lake City in the memory of Branch Manager Hall who has been connected with the typewriter division here since 1915.

—Associate Editor Daley

Phoenix

An installation of interest to all members of this branch is that of a six-pound baby girl, Jean Webster, in the home of L. G. Fitzwater, service foreman.

—Associate Editor Russell

Seattle

One day the purchasing agent of a large oil company phoned our office for information about special type for a new typewriter. He asked that the type samples be mailed to him and "not delivered by a salesman."

The salesman covering the account was immediately advised and set out to deliver the samples.

Arrived at the customer's office he was greeted by the purchasing agent, saying, "I told that manager NOT to send a salesman."

To which the salesman replied, "How do you expect me to burn your gas and oil in my car if I use the telephone and mail to contact customers?"

This was so logical a response that the order for the new machine was obtained before competition had a chance to find out about the deal.

This is only one incident that happens every day in contacting the trade. The salesman who gets the right slant on selling UEF products should get the thought in his mind, and keep it there, that the buyer is not favoring him by listening to his intelligent sales talk; but that he is really favoring himself or the firm for which he buys. UEF salesmen are actually rendering service and when the order is signed the salesman is paid for services rendered at the same time that the company is paid for its product.

—Branch Manager Fink

Denver

Honors for this office's most interesting sale of the month, go to A. H. Landmark who sold two Sundstrand 10240 SE heavy duty electric duplexes, with shuttle carriage, to the Federal and State Emergency Relief Commission.

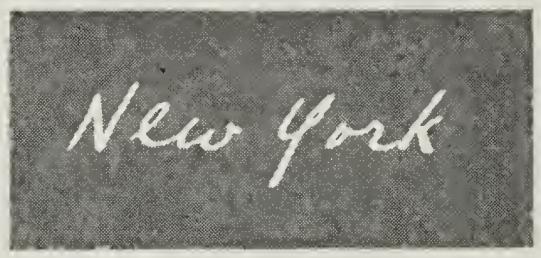
A machine was needed for bank reconciliation—the listing of all outstanding checks, giving check numbers and amounts, on special forms. In listing the checks it was necessary to pick out individual checks outstanding, as shown on the bank statement. Towards the end of the month it was possible, because of the large number of checks outstanding, to make Group Totals. This called for another register in which to make this calculation and which would, at the same time, add to the total of the run of the individual checks.

This was accomplished by operating the Sundstrand Duplex in the "A" position while picking up the individual checks and by putting the lever in the A-B position when making the group calculations. By taking a total of the B register, the amount of the calculation was given, and, at the same, was automatically added to the run in the A register.

To do this it was necessary to have a duplex machine in which both registers could be controlled automatically and which would provide subtraction in both registers. This requirement froze out competition since this feature is to be had only in the Sundstrand Duplex. The shuttle carriage was merely to list the check numbers, automatically Non-Add, on the left.

Landmark's convincing demonstration brought him this nice order.

—Branch Manager Sloat



New York

The sidewalks of New York in the vicinity of Hell's Kitchen were hot on the night of the old-fashioned Beefsteak Party of good fellowship, arranged by the accounting and adding machine servicemen.

District Manager ("Sign 'em on the dotted line, boys") Greis, aroused the boys to a goodly number of laughs and General Service Manager Crossan, gave the boys a very interesting talk on how to succeed. We never knew before that so many officials, branch managers and members of the general service department had started as servicemen in the ranks. Here's a tip, boys, watch your adjustments more closely.

Songs of the "Sweet Adeline" school brought a happy evening to a happy ending.

—Service Foreman Feldman

•

The New York adding machine division welcomes the following new salesmen: (The names in the right hand column are the supervisors to whom these new men have been assigned).

Tadd	Allen
Kelly	Maupin
Shepard	Maupin
Goddard	Johnston
Berheney	Peters
Osborn	Allen

Salesman Kelly stepped out and secured seven trials and one sale and Salesman Shepard, eight trials and two sales in their first ten days' work. Orchids to Supervisor Maupin.

And an armful of orchids to Pete Warren for the wonderful job of schooling he did on these new UEF recruits.

•

On Saturday, March 30th, District Manager Greis held an interesting and educational sales meeting with the accounting and adding machine sales forces in attendance 100%.

Mr. Greis, in a stimulating talk, praised the salesmen of the adding machine division, pointing out that the March quota had been exceeded and that the month's sales were three and one-quarter times more than March, 1934.

As a pleasant surprise, Mr. Greis introduced W. F. Arnold, sales manager, adding machine division and A. Jensen, sales manager, accounting machine division.

Mr. Arnold called attention to the steady increase in business during the past seven or eight months and cited

New York service department's annual Beefsteak Dinner

facts and figures to indicate future possibilities to salesmen in the adding machine division.

Mr. Jensen told of the growth of our accounting machine business and emphasized the opportunities which exist today for the salesman who will get out fifteen minutes ahead of his competitor.

•

Salesman Frank Boden, working under the direction of Supervisor Springer, sold eleven Underwood Sundstrands in March. The figure might have been thirteen but Boden, being superstitious, let a purchasing agent leave for Florida. As soon as the P. A. returns Frank expects to sign him up for one 10140P and one 8120P.

—Associate Editor Peters

Baton Rouge

Another convert to "cushioned typing" is the Governor of Louisiana, to whom J. B. Averette sold two Underwood Specials. All it took, according the Averette, was one demonstration.

—Sub-branch Manager Bahan

Dallas

C. E. Clark has been appointed manager of the new sub-branch at Wichita Falls which, for the last four years, has been operated as a sales agency. We look for big things from Wichita Falls.

•

George L. Frymire, being "in the chips" took a vacation trip to New Orleans during Mardi Gras week. His account of the trip makes the rest of us envious.

•

Collections in this territory seem to be easier and we are hoping to clean up a few unsatisfactory accounts.

•

We expect to cash in on the fine advertising literature which the publicity division is furnishing on all our products. *—Associate Editor McCormick*

Houston

My nomination for this office's "most interesting sale of the month" is that made by F. C. Hall to the Houston Chronicle Publishing Co.

This customer had purchased, not long ago, a late model competitive machine but when Hall showed them that the 79510 Sundstrand accounting machine would do this particular job quicker and better they relegated the competitive machine to the corner where it is now collecting dust.

On test runs to prove Hall's claim of greater production, the Sundstrand operator handled 400 postings per hour. including insertion and removal of forms on each posting; which consists of old balance, two debits and new balance with vertical accumulations and automatic totals by districts.

The application is newspaper circulation by carriers and districts with money charges included. The journal is in the form of a draw sheet, on which changes in draw are adjusted daily, making yesterday's balance today's old balance, for proof. Approximately 1250 postings are made daily, exclusive of money charges, which are posted weekly and monthly.

I believe this to be an almost virgin field for accounting machines and will be interested to learn the experience of other branches along this line. Incidentally, this department of the Houston *Chronicle* handles cash receipts of about $100,000 per year.

—Associate Editor Cook

Excuse it, please

The above-mentioned F. C. Hall, whose sales standing for February was given as twenty-ninth, really belonged in seventh place for that month. Information to this effect was not received until after the March issue of the NEWS had gone to press.

—Editor

Nashville

Clay Kidd, our scrappy little manager at the Paducah, Ky., sub, doesn't let anything like a bad case of 'flu get between him and a good order. The doctor ordered Clay to stay in bed for at least a week but forgot to mention that he was not to use the telephone. So he did. Twice in fact. The first call got him an order for 15 school machines from the Murrey State Teachers College. The second telephone call was something like this:

Mr. Kidd: Hello, Mr. Hickman. I know it's long after office hours, and Saturday evening at that, but I had to take this chance.

Mr. Hickman: (in Nashville) Office is always open for orders, Mr. Kidd. What can we do for you?

Mr. Kidd: I have just sold fifteen machines and must make delivery Monday morning to hold the order.

As luck would have it the Nashville branch didn't have fifteen machines in stock but there was a shipment *en route*. Hurried calls developed the fact that the machines would arrive at nine a.m. on Sunday and that the service foreman could round up some mechanics to service the machines on Sunday. Sunday night two automobile loads of machines left Nashville for a 170-mile ride and when the school opened on Monday morning the new typewriters were installed, ready for duty!

Man of Parts
No. 4—Quiet Touch

This, gentlemen, is an excellent example of two mighty good virtues—heads-up selling and heads-up servicing.

•

E. S. Dooley, with more than fifteen years' service with the Underwood Company, has been made sub-branch manager at Chattanooga, Tenn.

•

O. W. Schaeffer, accounting machine salesman, has been made sub-branch manager at Knoxville.

•

D. Hackney, new member of the adding machine division here, bids fair to equal the sales ability of his older brother, Noble, located at the Greensboro sub-branch.

—Associate Editor Pittman

Atlanta

Here's an interesting word of appreciation from a customer and an answer to your prospect who wants to know how long the machine will "stand up."

Gentlemen:

I am in receipt of the two rubber feet sent me by your service department. I only need one, as the other three are as good as new after more than 25 years regular use. I will put the extra one away and use it when needed, or supply some friend using an Underwood, should he need it before I do.

I have used my Underwood for more than 25 years and consider that it is the *only* machine. You may refer anyone to me who wishes to know what an old user has to say.

You may use this card as you deem advisable.

Your friend,

C. R. Pitner

•

Thanks to H. A. Tippens, sales agent at Savannah, for the following clipping from a Savannah newspaper:

THEN, TOO, IT MAY BE AN UNDERWOOD

Dublin, Ga.: Col. Joseph Chappell objected very strenuously today when Superior Court Judge J. L. Kent wanted to appoint the colonel as counsel to defend Underwood, charged with stealing a typewriter .

"But what can be your objections?" asked the puzzled judge. The judge appoints a lawyer when the defendant appears without counsel.

"It's my typewriter that Underwood is accused of stealing," Col. Chappell explained.

Another attorney was appointed.

—Associate Editor Cook

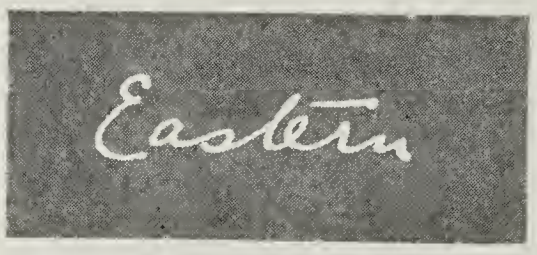
Mobile

Recently, H. A. Bruner, sub-branch manager, sold an Underwood Noiseless Pica with 6 key KSDT to the Sears Lumber Company of this city. This customer had never before used an Underwood.

Much of the Sears Company's business is done abroad and since purchasing their new Noiseless they have received two letters from England complimenting them on the beauty of their letters and inquiring as to the brand of typewriter used.

"I believe," says Mr. Bruner, "that only the Underwood Noiseless can produce letters so noteworthy as to inspire such correspondence."

—Associate Editor Videau



Washington

When the first electric train running between Washington and New York left Washington it was equipped with five new Underwoods. The train left Union Station at 10 o'clock in the morning and as permission to place the machines on the train was not secured until 9:45 the same morning, it was necessary for the Washington branch to do some fast stepping.

There were many prominent and distinguished men on the train during its maiden trip, including Secretary of the Interior Ickes.

The Washington branch received many congratulatory letters from the Pennsylvania Railroad for the prompt service. This being the finest equipped train in the country, it was, of course, only natural that it should have the finest typewriters as part of its equipment.

—Associate Editor Helwig

•

William J. Erskine, typewriter salesman of this office, is a Past Monarch of Kallipolis Grotto, the local Grotto of the Supreme Council of the United States and Canada. He is also a member of the Washington Board of Trade and Second vice-president of the Middle Atlantic Grotto States Association.

"Senator" Erskine

But, to his co-workers who are not Masons, he is better known as "The Senator" because of his sales to the government, the Capitol being part of his territory.

"Senator" Erskine tells a very interesting story of how he sold typewriter equipment to Senator Huey Long when the latter arrived in the Capitol. The "Senator" is proud of the fact that he started his UEF career at the bottom of the ladder. First, as a serviceman, later in charge of the shipping department, and, for the past twelve years as a leader in the sales department.

He started off with a bang in 1935 by securing 109.6% of quota in January.

—Associate Editor Brownell

Charlotte

"Blue Monday," according to Salesman Lovelace of the Asheville office, is just a state of mind. One blue Monday he started down the blue Swannannoa River on a blue boat, wearing a blue suit — Lovelace, not the boat. His first stop was at the Asheville Farm School, Swannannoa, N. C.

H. L. Lovelace

Just to start the day right he proceeded to sell there and then for CASH, one Champion Portable, one Noiseless, two dozen rolls of adding machine paper and a one-dozen coupon book of Ellwood ribbons.

As he left the school someone heard him whistling "Blue Skies."

—Associate Editor McDowell

Albany

One of the most interesting sales made recently by a member of this branch was the sale of four model 79510-E-18 Underwood Sundstrand accounting machines to the Department of Taxation and Finance of the State of New York.

John L. Cooper, salesman, secured this order after a comprehensive demonstration in the face of competition from three other makers. The State is paying more money for these UEF machines, because of their excellence and flexibility, than it would need to pay had it purchased any of the machines which Cooper defeated in competition. These machines are being used for distribution of Personal Income Tax payments.

—Associate Editor McMahon

Rochester

Al Williams, who entered the employ of the Underwood Typewriter Company in the service department in 1914 is now celebrating his twenty-first year of UEF service.

From January, 1918 to May, 1919 he served in the 2nd Battalion Trench Mor-

Photo by Bender

The Pittsfield branch office, over Liggett's drug store, after the fire.

tars and after returning from overseas entered the company's sales department in Watertown. In 1921 he was transferred back to Rochester where he has been employed ever since.

—*Associate Editor Smith*

Pittsfield

The Pittsfield sub-branch office at 125 North Street, was the scene of a costly conflagration a few weeks ago. As indicated in the accompanying photo, the entire second floor of the building was gutted by fire.

Portland, Me.

At the time this is being written Salesman Kitchen is working in Richmond, Maine, surrounded by snowbanks that are ten feet high, and wondering if it wouldn't be just a little warmer in Richmond, Va.

•

Before his first month as a Sundstrand salesman was over, Dean R. Duren sold an 8120P to a man who has never given anyone an opportunity to show him any kind of adding machine since he purchased one ten years ago. Dean came in with the old machine under his arm and a check in full in his pocket. That's real salesmanship. It won't be long before Sundstrands are better known in this man's territory.

Bangor

John Boyd is getting out his fishing tackle for the summer season and all out-of-State fishing parties are invited to make Bangor their headquarters. Incidentally, Boyd has just turned in an order for a Model 77 which involved quite a delivery job.

——*Associate Editor Donovan*

Augusta

This is really Portland news but Paul Donovan is too modest to report the fact that he made a nice sale to the State of Maine; one 8120, two 8120Ps and one 10120P.

Consistent demonstration of the Sundstrand eliminated three competitive machines; and Paul himself eliminated the rental idea and put these machines on lease at the regular terms of the time-payment plan. The sale was made because our machines were faster and available for more kinds of work.

In line with Mr. Wright's idea of using every hour, it is interesting to note that it took less than an hour to plan the attack for this sale and less than an hour to secure the order for four machines.

—*Branch Manager Felter*

New Haven

Competition went down to defeat at the hands of Salesman Craighead after the customer, the Wehle Brewing Company, had signed a requisition for a competitive machine. After securing an order for an Elliott Fisher CAX43AE/15Q/7D, it was necessary to switch to an Underwood Sundstrand accounting machine in order to block, effectively, the very clever automatic feature arguments presented by the competitive salesman. The customer's brother operates a brewery at Rochester, N. Y. and was sold on the competitive machine. When the deal reached a point where the auditor and credit manager were convinced of the superiority of UEF equipment, Craighead switched them back to the Elliott Fisher machine, which has proved by recent developments to be their only choice for handling the complete records. This installation represents one of the finest brewery account jobs in this section.

——*Branch Manager Howard*

Boston

Gene Auger, salesman of this branch had an exciting twelve hours not long ago. At five o'clock one afternoon he secured the signature on an order for a $1900 Elliott Fisher accounting machine. At five o'clock the following morning his wife presented him with a baby boy. Congratulations, Gene, may you have more of each.

•

When the repeal of prohibition became effective, we obtained from the office of the Licensing Commission a list of wholesalers licensed to handle liquor and beer. We have sold the following equipment, indicating the wide use of our machines in this new field:

A 16″ E. F. accounting machine for statement, ledger and sales journal with distribution.

A 24″ E. F. accounting machine for accounts receivable, statement, ledger, sales journal with distribution, cash sheet, accounts payable ledger and invoice register, and cash disbursement record.

One E. F. accounting machine for statement, ledger and accounts receivable.

One E. F. automatic feed machine and two Sundstrand adding machines.

One Underwood two-register accounting machine for accounts receivable, statement and ledger.

One Underwood 4-20 accounting machine for accounts receivable, statement in duplicate, ledger and salesmen's commission record in duplicate, all posted at one time.

A Sundstrand 8142P for accounts receivable, ledger and statement.

Messrs. Strohm, Lentz, Lecher, Sundstrand and Conard talk it over after a trip through the Bridgeport Works.

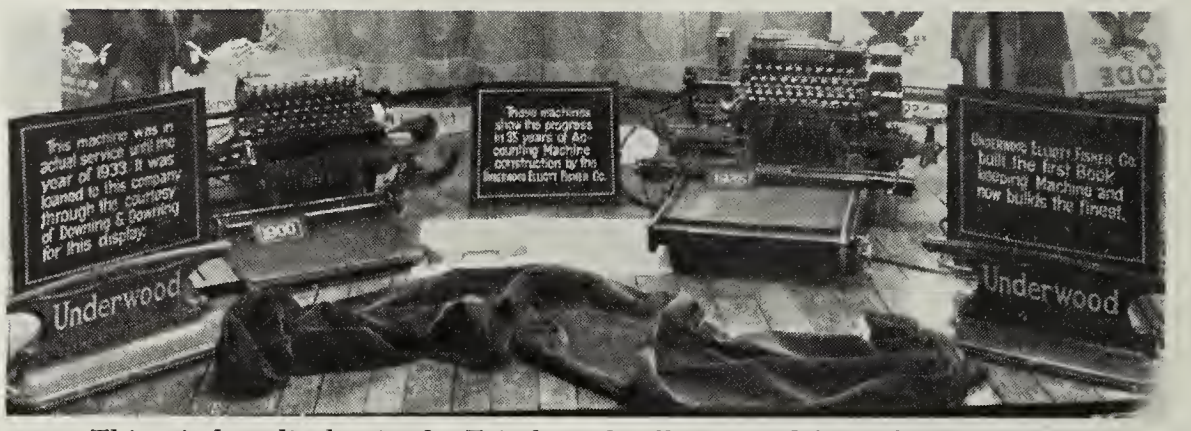
An E. F. accounting machine for accounts receivable, statement and ledger, proof sheet with sales distribution, cash receipts record and cash commission record. An Underwood Fanfold for billing and order writing.

An Underwood 4-20 accounting machine for account receivable, statement and ledger and salesmen's commission record.

In addition to the above, each paragraph of which represents a separate customer, we have sold Sundstrand adding machines to several customers in this field, indicating the market which exists for all the machines in our line.

Right now we are inaugurating a second drive on this type of business house.

—*Associate Editor McBrien*



This window display in the Erie branch office caused favorable comment

Hartford

On March 21st the UEF Social Club held a Turkey Dinner, Entertainment and Bowling Match at the club rooms at the Hartford Works. There were 275 present including George Bender, A. G. Kupetz and N. Pattinson from New York and F. U. Conard and W. R. Bradley from Bridgeport.

A four-piece orchestra played during dinner. Entertainment was provided by Miss Henrietta Spring, the Quinn Sisters, a Chinese magician and club-members William Shea and Walter R. Elliott, Jr.

The winners of the Old Timers' Bowling Match were C. Otis, high single and W. B. Griswold, high no mark. The No. 1 team, headed by Mr. Campbell defeated the No. 2 team headed by Mr. Garsden by 19 pins. The Hartford Industrial team defeated the Bridgeport team by 60 pins. Following this was a match between the two teams of the Social Club, won by W. R. Elliott who defeated W. House by 23 pins. After this the members of the club played one-ball bowling, open to all. This was won by W. Schroder. High single was won by F. Strong.

The club room was tastefully decorated in green and white. Before the entertainment a collection was taken up to purchase an American flag for the club room.

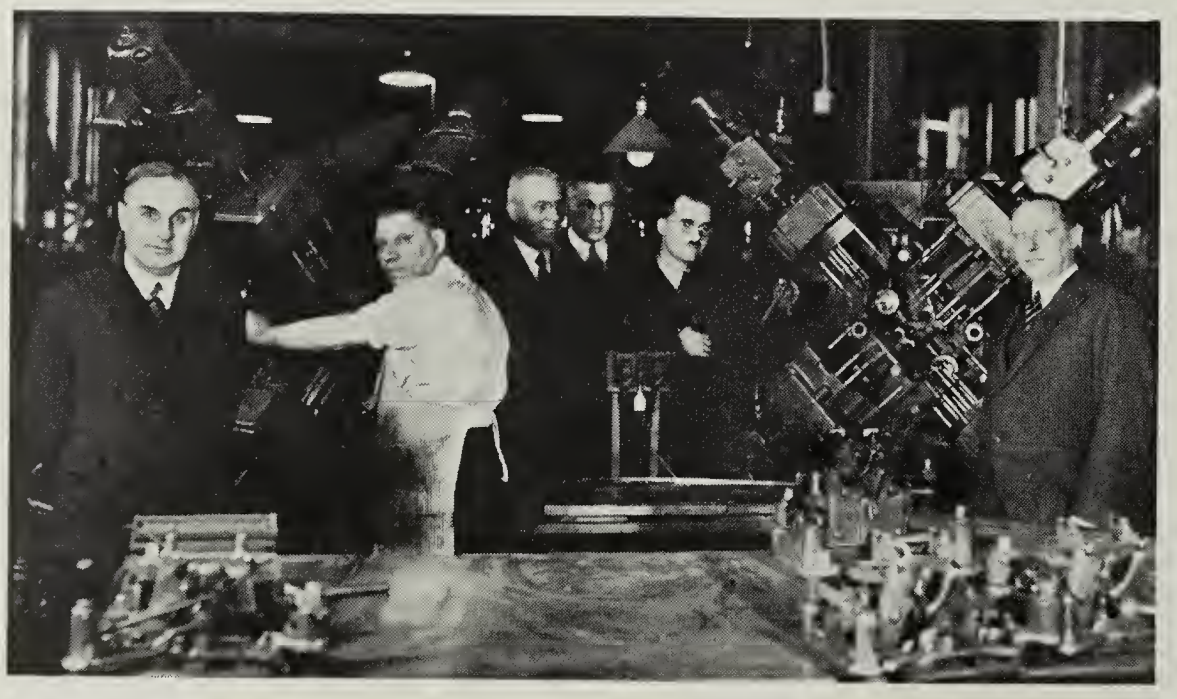
Erie

An attractive window display installed in our local office window created quite a lot of favorable comment locally and a picture of it was reproduced in the Erie *Dispatch-Herald*. The display featured one of the first Elliott-Fisher machines ever built which was used by Downing and Downing, local insurance agents, for 33 years and a 1935 model. Even today, the thirty-three-year old model does very acceptable work.

Left to right are Messrs. Goodale, Campbell, Lentz, Lecher and Strohm watching the operation of two multiple drills at the Hartford Works. Mr. Lecher who is Generaldirektor of Mercedes Bueromaschinenwerke A.-G., Thueringen, Germany, found many new points of interest since his last visit to Hartford. Among them were the new automatic heat-treating equipment, the improved method of making carriage frame rails for portables, chromium plating equipment, quiet cylinder construction, new champion-key making and the complete manufacture of the Noiseless typewriter.

Before visiting the Hartford Works, Mr. Lecher stopped off at Bridgeport to make his first real inspection of the consolidated plants.

Mr. Lecher's visits are always a source of mutual help and inspiration.



Springfield, Holyoke *et al*

Early this month George Hossfield made a trip through the Berkshire section of western Massachusetts and staged demonstrations of speed typing at Springfield, Holyoke, Northampton, Pittsfield and points north, east, south and west.

In Springfield he gave demonstrations, arranged by D. H. Hemsworth, salesman, before wide-eyed audiences at the Cathedral High school, American International college, Springfield Civil Service school and the Agawam High school.

At Pittsfield, Sub-branch Manager Skidd, introduced him to more than 100 commercial students of St. Joseph's High School, who watched him write 130 words per minute and answer questions at the same time.

Other schools on his itinerary were the Drury and Notre Dame High schools, in North Adams, the Williamstown High school, Sacred Heart school at Holyoke and the Northampton Commercial college.

Brain Teaser

The answer to February's brain teaser is: one $50 bill, one $5 bill and four $2 bills. Hadn't forgotten about those two-buck bills, had you?

This month's b. t., contributed by Gene Schnock and Barney Stapert of the general office, concerns a bozo with more money than brains who liked to go to the circus. So much so that he went every day for five days. Each day it cost him $2 to get in and $1 to get out. Sort of an exit fee, we suppose—but then, it's a long time since we've been to the circus. Every day, after paying his entrance fee, he spent one-half of the money remaining in his pocket. At the end of the fifth day, after paying the customary One Dollar to get out, he was flat broke.

How much did he have when he started? Par on this is two minutes. Answer next month.

New York Bowlers. Front row, l. to r.: C. J. Warren, N. C. Kimball, R. Hershey, W. Pohly. Second row, W. Poulton, R. E. Harris, V. B. Leonard, F. D. Lehn, W. A. Hall, F. Young, C. Fredericks. Third Row, W. Feltenberger, H. A. Grobauer, W. Lippert, A. Jensen, J. White, W. Clark, T. A. Hughes, A. E. Becker.

Bowling News—The Rubber Trophy Changes Hands

On March 23rd Bridgeport descended on New York *en masse* to snatch back the pneumatic rubber bowling trophy which New York's general office team won on February 18th; but, unfortunately the 63 Vesey Street team had already won the trophy.

This fact seemed to enhance the prowess of the Bridgeport aggregation with the result that the New York G. O. team, whose picture is published herewith, out of sympathy, was badly whitewashed by a team which rolled better than 1000 a game.

High man for Bridgeport was S. Bamford who rolled 232 on his first game. New York's best on the first game was Fred Lehn with 176. It just shows to go you.

After the match the boys sat down together for dinner and what New York lacked in bowling skill it made up in eating and singing.

On the following Saturday the 63 Vesey team defended, unsuccessfully, its possession of the trophy in a match with Chicago, in which the latter outbowled the trophy-holders 2545 to 2504.

So far no team has been successful in holding the trophy for more than one match.

When 63 Vesey first won the trophy they crowed about it so much that they were challenged by the Treasurer's Department. Chicago's challenge came in first so that, like Bridgeport, the Treasurer's Department didn't have a real chance at the gleaming spheroid.

The results of the 63 Vesey—Treasurer's Dept. match, the latest before going to press, were 2621 to 2342, the high score belonging to 63 Vesey.

Teams were made up as follows:

63 VESEY	TREASURER'S
Cherol	Riblet
Fulton	Breckwoldt
Bell	Fredericks
Gilmore	Young
Glinsman	O'Keefe

Service Note

A very fine stencil can be cut on the Underwood Special by installing 11A045—Soft Cylinder. This cylinder has a single layer covering. Type bars should be properly centered in Guide and a Whip Ring, as outlined in Service Bulletin No. 72, should be installed. Try it sometime.—*Associate Editor Bender*

Our Cover

When there are lights at night along Capitol Avenue—especially when the lights are gleaming in the windows of "the Underwood Typewriter," as our plant is referred to by the residents of Connecticut's capital city,—it means that thousands of people are busy and happily employed.

The salesman who goes after typewriter business carries with him the satisfying thought that his is a three-fold mission. He earns a nice living for himself. He provides his customer with machines that will make the day's work pleasanter for the office workers. To his fellow-employees at the Hartford Works he brings assurance of continued employment; until, like quick-silver, the word spreads throughout the city: "They're busy at Underwood."

All in a Day

Last month, Mark Hellinger, in his syndicated column, entitled "All In a Day" wrote about a convention of typewriter salesmen in Atlantic City. Below are excerpts from his column, copies of which were clipped and sent in by interested readers all over the country. One of the first clippings to arrive was sent to President Wagoner by Harry C. Marschalk of the advertising agency, Marschalk & Pratt, which has been doing such a swell job for us.

In his accompanying letter Mr. Marschalk writes, "If I ever meet this man Hellinger, I'll tell him he can't tell this story any more because the new Underwood Special is so quiet that none of these fellows could have heard it across the hall."

But to get back to Mark Hellinger. His story tells about some typewriter salesmen—friendly rivals—sitting in a hotel room, talking about whatever it is that typewriter salesmen talk about.

They had just about reached their fifth bottle of ginger ale when, from across the hall, they heard a sound that was familiar to them all. The first one smiled.

"There it goes," he said. "That good old Underwood machine rattling merrily away. Too bad you boys work for other companies. Doesn't that Underwood sound great?"

The second man sat up.

"Underwood?" he sniffed. "That's no Underwood. Too bad you don't know a good machine when you hear one. The typewriter that's being used across the hall is a Royal."

The third man waved a hand.

"You're both daffy," he observed. "I've worked for the Remington people for so long that I could tell one of their machines in my sleep. That's a Remington and nothing else."

After much argument they agreed to chip in $5 apiece and send a bellboy into the room across the hall to see what make machine it was. The winner was to keep the $15.

When the boy returned the Underwood man cried impatiently, "Well, what was the machine? Was it an Underwood, a Royal or a Remington?"

The boy grinned.

"The three of you are wrong," he replied. "It isn't a typewriter at all. It's a couple of farmers with celluloid cuffs, shooting craps!"

Rolling Down to Rio

(*Continued from page 7*)

our genial representative, Victor M. Janer, the Presidente Municipal.

On to Colombia

From Ecuador we continued on to Buenaventura, Pacific port of the Republic of Colombia. Although not a large city Buenaventura is a lively one surrounded by wonderfully productive country where some of the world's finest coffee is grown and this is one of the principal ports for its exportation; as an illustration of Buenaventura's importance our steamer took on eighteen thousand bags of coffee and this scarcely made a dent in the thousands of bags remaining on the docks awaiting shipment.

Homeward Bound

After a brief stop at Panama we traversed the Panama Canal into the Caribbean Sea and then turned into the North Atlantic to follow a course which led back to New York.

Looking at South America as a whole one is impressed with the thought that it is the land of opportunity where probably will take place, during the next fifty years, the greatest development of any area in the world.

In Latin-America there is no problem of unemployment. Everybody seems to be well fed and busy. Indeed they seem to have more work than they can do.

But of particular significance is the fact that in South America Nature is kind to Man.

UEF business throughout Latin America is growing steadily and we have every reason to believe that it will continue to be good.

Photo by Bender

A farewell picture of H. Huentzenroeder, chief mechanic for UEF products in Germany, just prior to his return to Berlin after an intensive three weeks in the New York service school where he learned—among other things—the mysteries of the direct subtraction adjustment on the new Elliott Fisher models. Pictured here, and reading in the customary manner, are George Bender, A. G. Kupetz, Harry Brightbill, Mr. Huentzenroeder, W. I. Carlson and W. H. Shepler.

Richmond Parade

By Clarence Boykin

Speed on the Keys

"It is a duty of a man to do me a turn and if he can he is to do so it is a duty of a man to . . ."

This sounds suspiciously like GERTRUDE STEIN but the person actually responsible is MISS REMO POULSEN of Waterbury, Conn., now in Richmond for the second time in her life.

You see, the first time MISS POULSEN was in Richmond, back in 1930, she won the world's amateur typewriting championship. That affair was staged at the Mosque. She then wrote from unfamiliar copy 3,414 net words in thirty minutes—250 words having been deducted for errors. Now this "it is the duty of a man" business MISS POULSEN turns out with an effortless fury at the rate of 232 words a minute. She was timed with a stop watch yesterday afternoon in a private seance, so it must be so.

After many school demonstrations, IRVING KNOWLES, who is general manager for Underwood in Virginia, persuaded MISS POULSEN to give a special exhibition of her skill. Where the average young typist turns out about 50 words per minute and beams with satisfaction, MISS POULSEN produces 124 and thinks nothing of it.

Thirteen finger strokes a second, sustained over a lengthy period, is better than any pianist is required to do, and the work of MISS POULSEN has both rhythm and tone. In other words, MISS POULSEN could write this column in less than 10 minutes—and I still don't believe it.

—From the Richmond Times-Dispatch

Associate Editors

Atlantic District

Albany, T. J. McMahon; Buffalo, Jack Tench; Hartford, K. A. Flanders; New Haven, R. A. Howard; Providence, R. L. Murphy and H. W. Wennik; Rochester, Charlotte Smith; Springfield, R. E. Ward; Syracuse, F. M. Quirk; Boston, C. H. Prentice and H. T. McBrien; Portland, P. S. Donovan.

New York District

New York, G. A. Meinecke, A. H. Peters and A. Tirabassi; Comptroller's Dept., J. H. Gilmore; Treasurer's Dept., W. V. G. Riblet; Newark, W. R. Phillips.

Eastern District

Allentown, J. A. Downs; Baltimore, H. L. Disney; Charlotte, W. R. McDowell; Harrisburg, H. B. Taylor; Philadelphia, W. F. Clark; Richmond, Ogarita G. Myers; Scranton, L. E. Decker; Washington, H. H. R. Helwig and J. V. Brownell.

Central District

Akron, G. R. Windsor; Cincinnati, A. E. Zugelter; Cleveland, A. J. McNellan; Columbus, A. B. Chrisman; Detroit, O. O. Fair; Grand Rapids, Miss Ruth Schmidt; Lousiville, Harry Hitt; Pittsburgh, E. L. Peach; Toledo, J. R. Gardiner; Youngstown, C. T. Boulware.

Western District

Chicago, F. C. Snow, G. Birmingham (service); Davenport, F. M. Anglim; Des Moines, E. M. Whitaker; Green Bay, C. B. Bretzke; Indianapolis, Marion Darr; Milwaukee, C. M. Murphy; Minneapolis, S. S. Baker; Omaha, Marion Dennis; Peoria, A. V. Longenecker; Rockford, C. R. Oehler; South Bend, W. A. Hazelton; St. Louis, Miss M. Schmerge; Kansas City, D. E. Conklin.

Pacific District

Boise, A. J. Salisbury; Butte, W. Crist; Denver, A. D. Brown; El Paso, E. W. La Tourette; Fresno, L. A. Weitz; Los Angeles, W. J. Dietrick; Phoenix, G. G. Russell; Portland, F. G. Aff; Sacramento, A. G. Walsh; Salt Lake City, Berenice Daley; San Diego, J. J. Voorheis; San Francisco, Selma Stein; Seattle, Aurelia Lonseth; Spokane, R. C. La Torres.

Southern District

Atlanta, Ellen Cook; Birmingham, W. H. Blaney; Dallas, N. W. McCormick; Houston, O. H. Cook; Jacksonville, J. E. Neahr; Memphis, Sam Cooper; Nashville, J. A. Pittman; New Orleans, J. L. Videau; Oklahoma City, M. A. Babcock.

Export

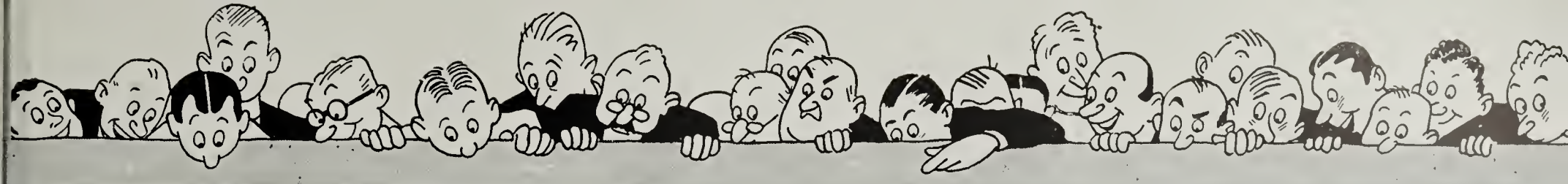
F. D. Lehn.

Service

George Bender.

Foreign

Austria, K. Weiss; Austria and Balkans, S. Surmagne; Belgium, J. LePas; Bulgaria, E. Warthanesian; Canada, J. L. Seitz; Czechoslovakia, K. Tuebner; Cyprus, Miss A. Marcoullides; Denmark, A. Laursen, and P. Mogelvang; England, E. A. Trefzger; Estonia, K. Rosenberg; France, L. Grandjean; Germany, A. Lorant; Hungary, Dr. P. Kovacs; Italy, Dr. G. G. Roseo; Latvia, O. A. Hansen; Norway, D. Bentzen; Poland, H. Diering; Spain (Barcelona), E. Truniger; (Madrid), A. Stoecklin; Sweden, B. Henning; Switzerland, A. Reinle; Syria, J. C. Khouri.



DISTRICT STANDINGS

MARCH

Pacific
Southern
Central
Eastern
Western
New York
Atlantic

THREE MONTHS

Southern
Pacific
New York
Central
Eastern
Western
Atlantic

BRANCH STANDINGS

MARCH

1. Hartford
2. Butte
3. Spokane
4. Washington (AA)
5. El Paso
6. Sacramento
7. Atlanta
8. Washington (T)
9. New Orleans
10. Portland, Ore.
11. Denver
12. Green Bay
13. South Bend
14. Los Angeles
15. Detroit
16. San Francisco
17. Houston
18. Des Moines
19. Lonisville
20. Dallas
21. Seattle
22. New Haven
23. Cincinnati
24. Peoria
25. Oklahoma City
26. Pittsburgh
27. Jacksonville
28. Phoenix
29. Salt Lake City
30. Omaha
31. Nashville
32. Memphis
33. Birmingham
34. Boise
35. Fresno
36. Columbus
37. Davenport
38. New York (T)
39. Milwaukee
40. Cleveland
41. Syracuse
42. Richmond
43. San Diego
44. Chicago
45. Allentown
46. Harrisburg
47. Charlotte
48. St. Louis
49. Grand Rapids
50. Rochester
51. Indianapolis
52. Philadelphia
53. New York (AA)
54. Kansas City
55. Baltimore
56. Rockford
57. Akron
58. Providence
59. Boston (T)
60. Youngstown
61. Toledo
62. Springfield
63. Boston (AA)
64. Minneapolis
65. Newark (AA)
66. Portland, Me.
67. Albany
68. Buffalo
69. Scranton

THREE MONTHS

1. Hartford
2. Atlanta
3. Houston
4. El Paso
5. Salt Lake City
6. Butte
7. Denver
8. Spokane
9. New York (T)
10. Washington (T)
11. Oklahoma City
12. Washington (AA)
13. Detroit
14. Cincinnati
15. New Orleans
16. San Diego
17. Birmingham
18. Phoenix
19. Sacramento
20. Green Bay
21. San Francisco
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23. Boise
24. Los Angeles
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26. Des Moines
27. Jacksonville
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36. Charlotte
37. Milwaukee
38. Memphis
39. Akron
40. Columbus
41. Peoria
42. Baltimore
43. Harrisburg
44. Syracuse
45. South Bend
46. Davenport
47. Omaha
48. Toledo
49. Youngstown
50. Louisville
51. Springfield
52. Philadelphia
53. Boston (T)
54. Kansas City
55. New Haven
56. Cleveland
57. St. Louis
58. Providence
59. Allentown
60. Newark (AA)
61. Boston (AA)
62. New York (AA)
63. Grand Rapids
64. Albany
65. Portland, Me.
66. Minneapolis
67. Buffalo
68. Rockford
69. Scranton

SALESMEN'S STANDINGS

MARCH

1. W. J. Modrack — Detroit
2. L. V. Amann — Syracuse
3. F. W. Springer — New York (AA)
4. J. M. Glasby — Chicago
5. M. M. Shaver — San Francisco
6. L. T. Turner — Detroit
7. G. I. Kirkwood — South Bend
8. E. W. Smith — Harrisburg
9. R. L. Johnson — Pittsburgh
10. C. J. Rogers — Wash. (T)
11. H. J. Method — Green Bay
12. W. C. Eveland — Spokane
13. F. C. Diedrich — Wash. (AA)
14. H. B. Hillis — Los Angeles
15. L. P. Bahan — New Orleans
16. F. C. Hall — Houston
17. J. F. Grady Jr. — Wash. (AA)
18. E. M. Shope Jr. — Baltimore
19. G. Drakeley — New Haven
20. A. A. Seymour — Hartford
21. E. S. Williams — Cincinnati
22. B. B. Horwitz — New York (AA)
23. W. W. Francis — Wash. (AA)
24. W. C. Berg — Pittsburgh
25. A. Tirabassi — New York (AA)
26. F. R. Wade — New Orleans
27. O. M. McCracken — Indianapolis
28. C. Peterson — Portland, Ore.
29. B. H. Moreland — New York (AA)
30. F. H. Barger — Des Moines

THREE MONTHS

1. W. J. Modrack — Detroit
2. L. T. Turner — Detroit
3. J. Burton — Chicago
4. L. V. Amann — Syracuse
5. J. Lafferty — New York (T)
6. W. C. Berg — Pittsburgh
7. H. J. Method — Green Bay
8. M. M. Shaver — San Francisco
9. L. P. Bahan — New Orleans
10. F. C. Diedrich — Wash. (AA)
11. J. B. Paltz — Syracuse
12. F. M. Clothier — Harrisburg
13. E. A. Heberg — Chicago
14. L. J. Quinn — Memphis
15. H. B. Hillis — Los Angeles
16. J. M. Glasby — Chicago
17. F. C. Hall — Houston
18. W. C. Trietsch — Detroit
19. E. P. Ryan — Chicago
20. O. M. McCracken — Indianapolis
21. J. C. Eckstrom — Sacramento
22. R. M. McCleary — New York (AA)
23. J. H. Peterson — Salt Lake City
24. W. L. Tinker — Columbus
25. A. E. Bates — San Francisco
26. J. F. Grady Jr. — Wash. (AA)
27. T. A. Bowdoin — Charlotte
28. P. C. Pincham — Houston
29. A. G. Landrus — Wash. (AA)
30. A. J. Cunningham — Cincinnati